<u>REMARKS</u>

Formal Matters

Claims 1-9 and 11 are the claims currently pending in the Application. Claims 1, and 8 are amended herein to more clearly recite the invention. Support for this amendment can be found in the specification on page 6, lines 4-22, on page 11, line 3 to page 12, line 12, and in Figure 2.

Request for Clarification

The Examiner has requested that applicant clarify the claim limitation of "a web server in communication with the user, the web server providing information to a browser of the user which information is configured to allow notification of the eCommerce services provided to be made available via the internet to the user."

Applicant submits that the limitation, as herein amended, "a web server in communication with <u>a browser of</u> the user, the web server providing <u>access control</u> information to the browser of the user, said <u>access control</u> information configured to allow <u>the browser of the user to be notified of the availability of</u> the eCommerce service available over the Internet" (underline is new text) more clearly recites the present invention.

The term "information" has been amended to be "access control information" to more clearly recite the invention. This access control information, provided by the web server to the browser over the Internet, includes the services that the user is authorized to access. New or additional services such as payment services, user profiling services, reporting services, as well as other service provider applications, are dynamically

available and can be provided to a user of the Internet via a web server in communication

with the user's browser. In addition, the recitation of the LookUp server has been made

more succinct by deleting the term "means" and instead reciting that the dynamic

notification to the browser occurs before a command requesting availability information

is received from the user.

Conclusion

For at least the reasons set forth in the foregoing discussion, Applicant believes

that the Application is now allowable and respectfully requests that the Examiner

consider the claims as amended herein and allow the Application. Should the Examiner

have any questions regarding this Amendment, or regarding the Application generally,

the Examiner is invited to telephone the undersigned attorney.

Respectfully submitted,

Katherine R. Vieyra

Registration No. 47,155

SCULLY, SCOTT, MURPHY & PRESSER, P.C.

400 Garden City Plaza, Suite 300

Garden City, New York 11530

(516) 742-4343

KRV/kd:ab

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